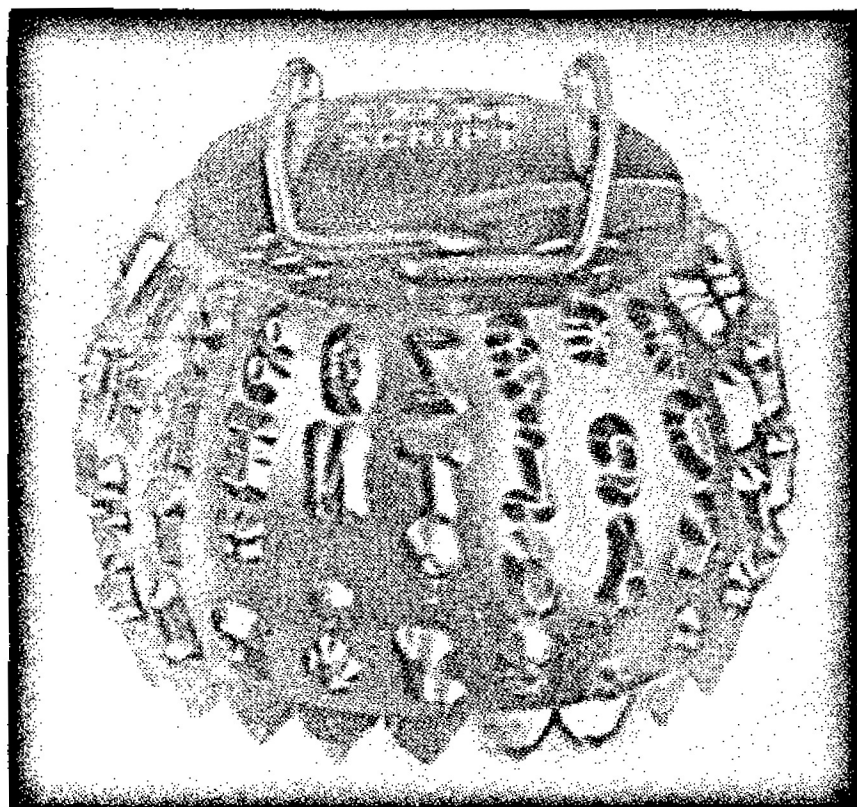
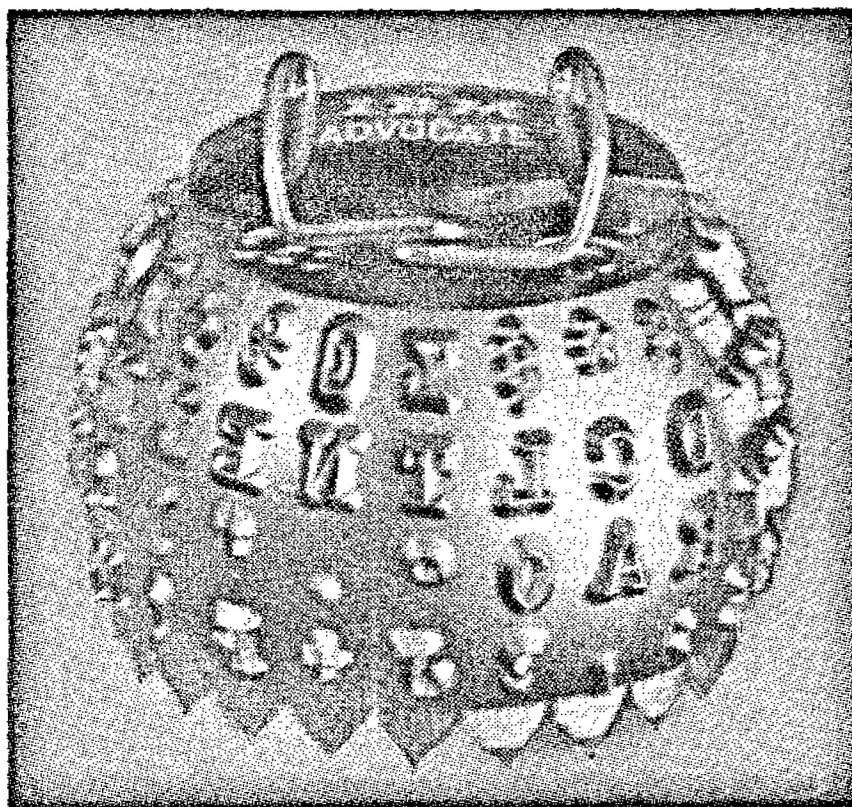


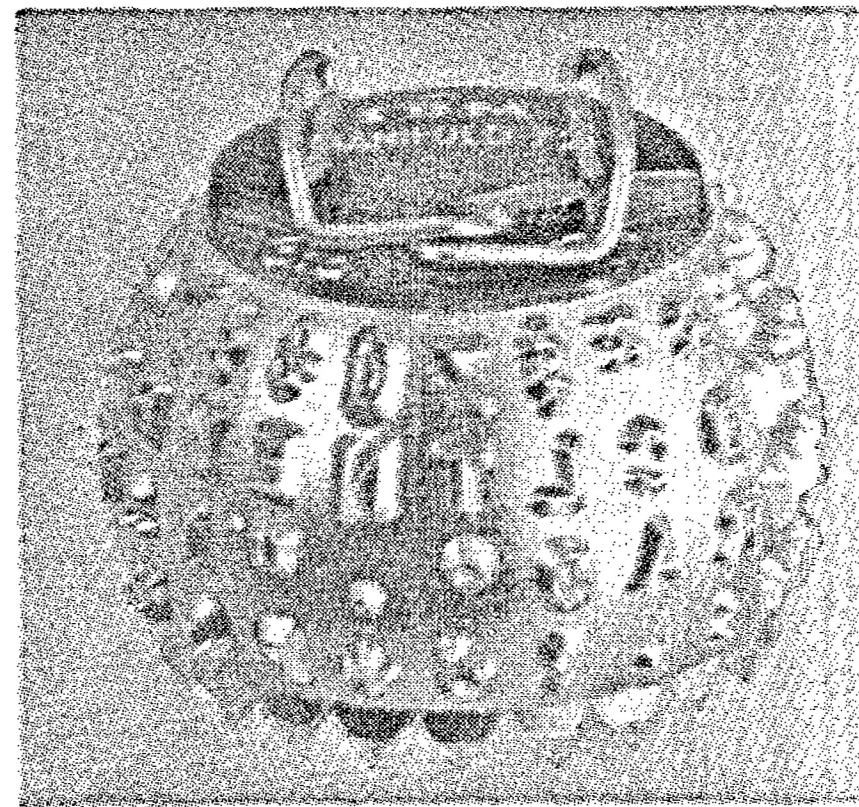
# Only the IBM Selectric lets you change the type to match the mood of your correspondence



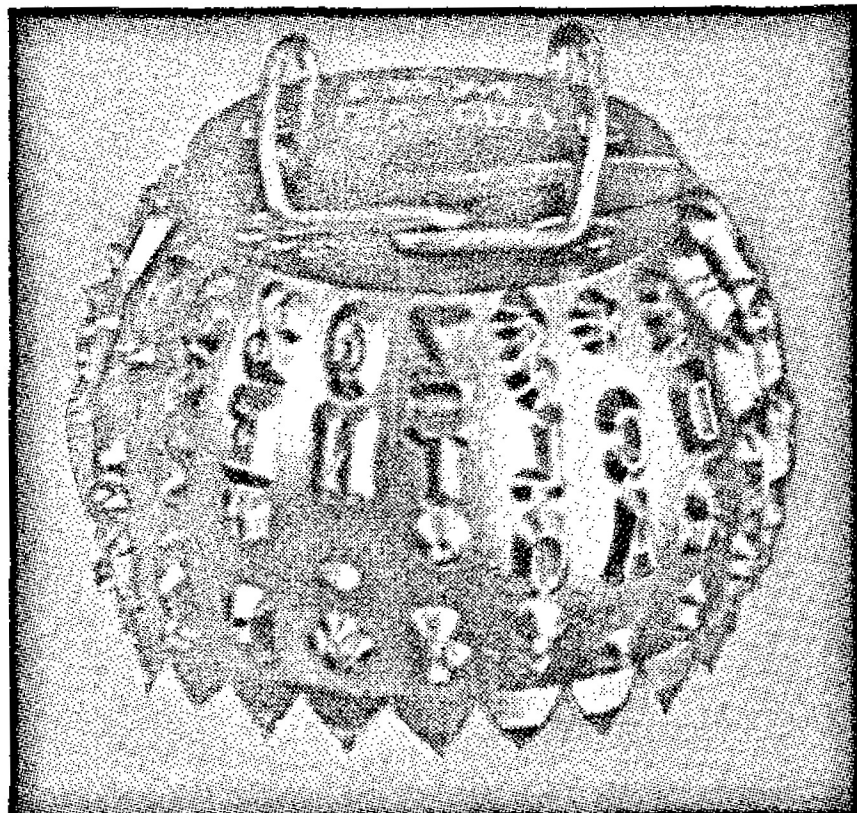
*Congratulations, Jim.*



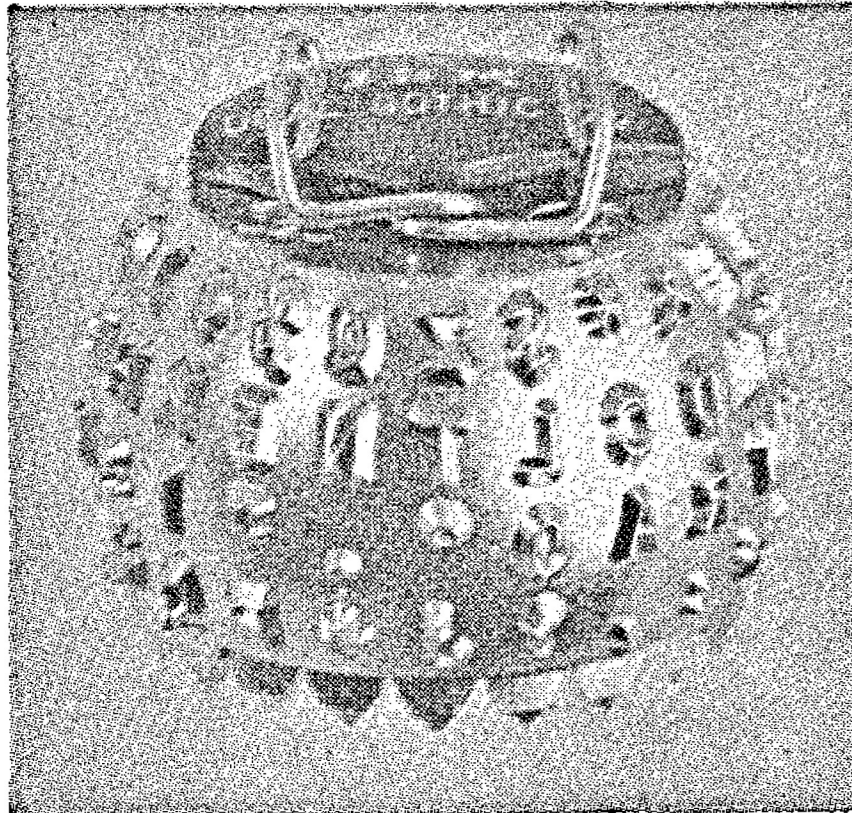
Your letter of...



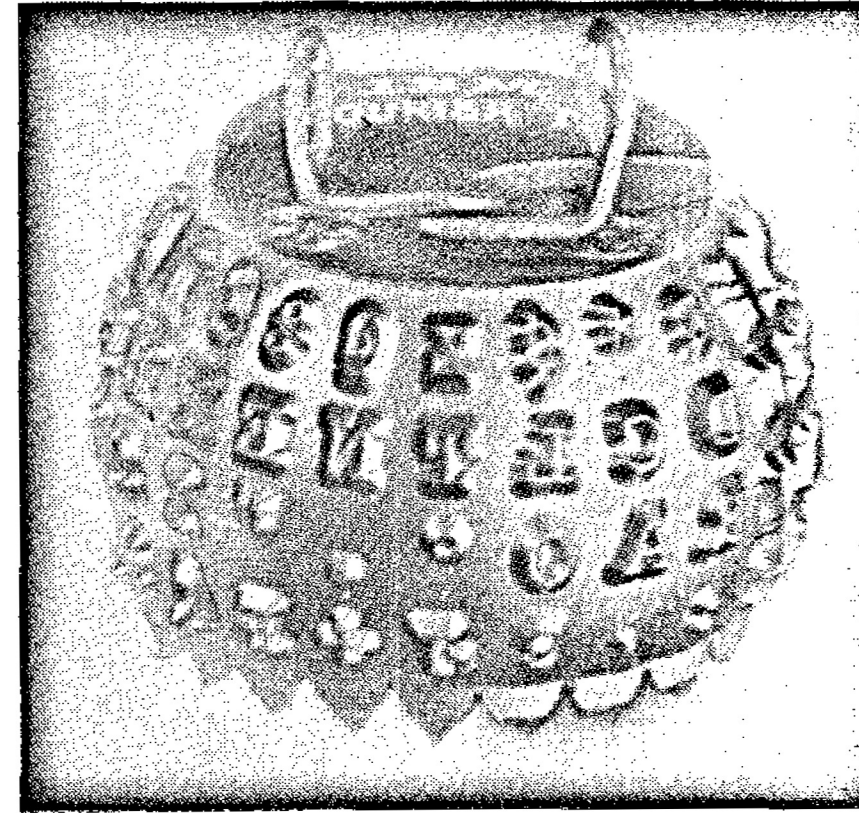
3 2" LENSES -#1329



We are reviewing...



...the whispering sands..



150 h.p. at 1400 r.p.m.

Now your letters can say what you want, in the way you want it said. Instead of type bars, the Selectric carries a complete set of 88 type characters on a golf ball-sized element. These type elements are available in a variety of type faces. Your secretary just clicks in the element that best suits the mood of the work.

On billing jobs, for example, use the clean-cut Manifold face. It makes many copies easy to read. On third-request-for-payment letters, the emphatic-

looking Delegate style suggests you mean business.

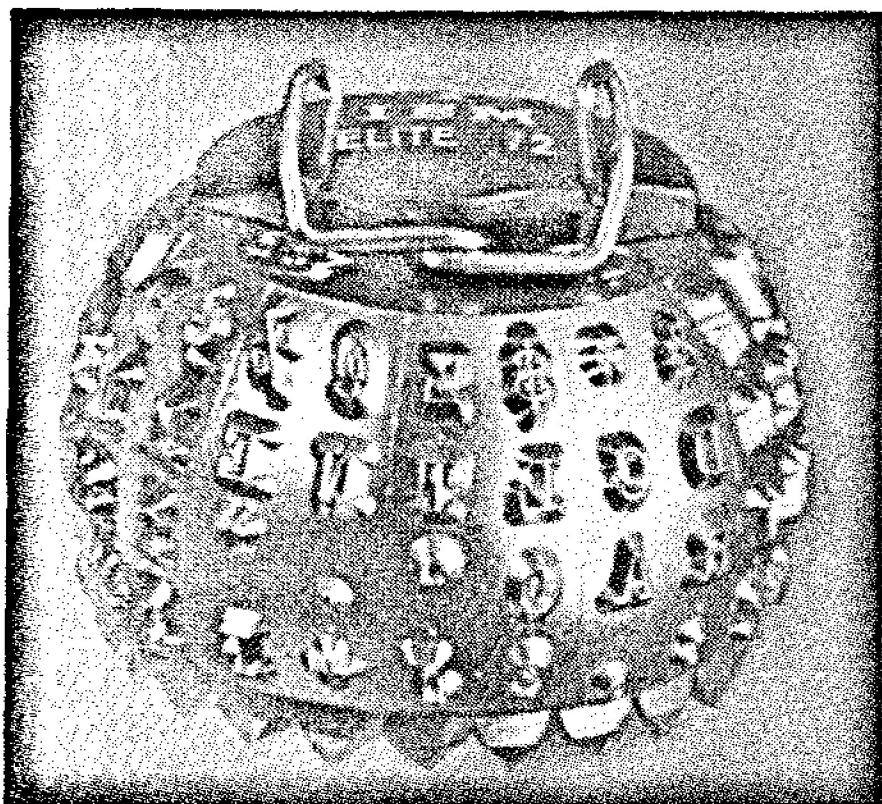
By using several type elements with the Selectric, smaller offices can gain the versatility of several different typewriters. Larger businesses can bring a group of Selectrics into action on heavy-volume or rush jobs, just by snapping a matching type element into each one. Think of the headaches this could save.

It takes just 5 seconds to switch type elements. It's easy to use several type

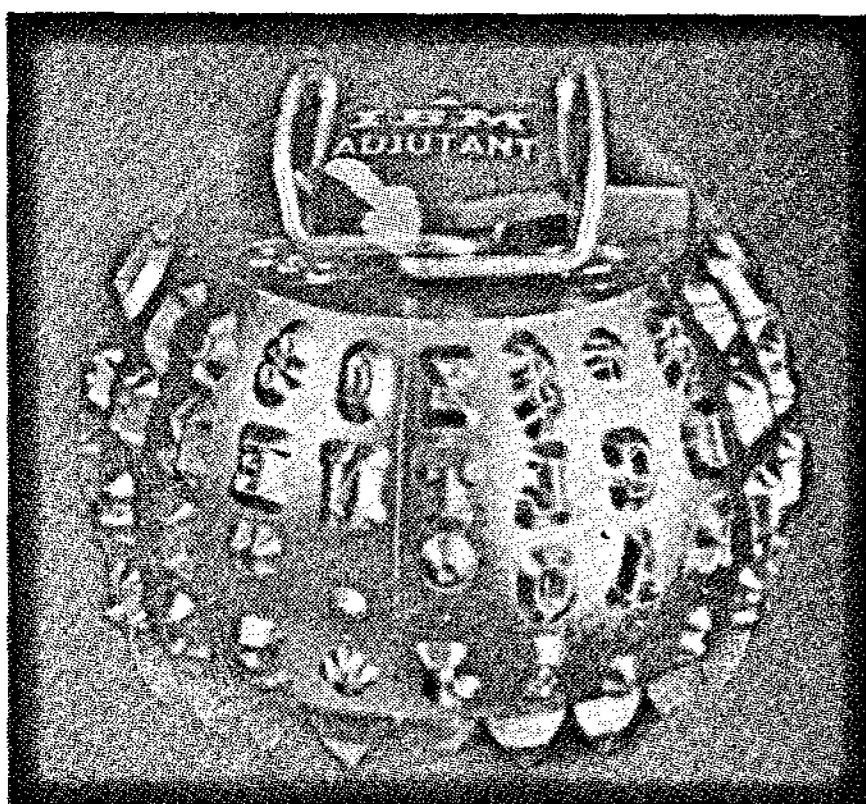
styles in the same letter. Changing the ribbon is just as simple, whenever switching colours for special effect is desirable.

The Selectric is perfect for typing bills, address labels, or other multi-copy forms. Because there's no moving carriage, carbon paper and extra copies won't pull out of place to waste your typist's time. Eliminating the moving carriage also eliminates the vibration and carriage jolt found with other machines.

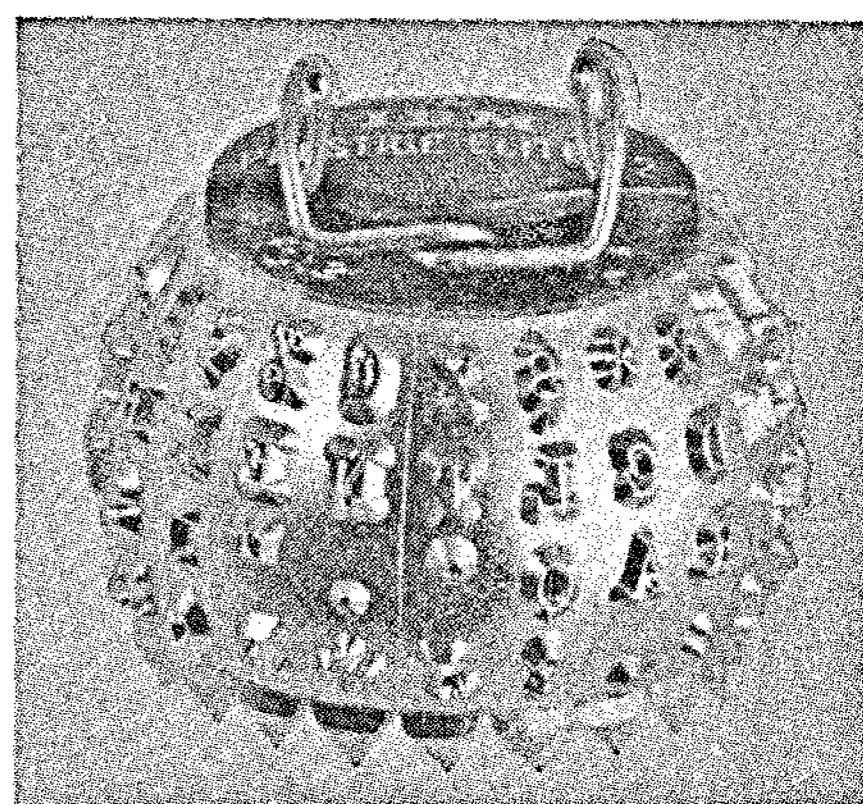




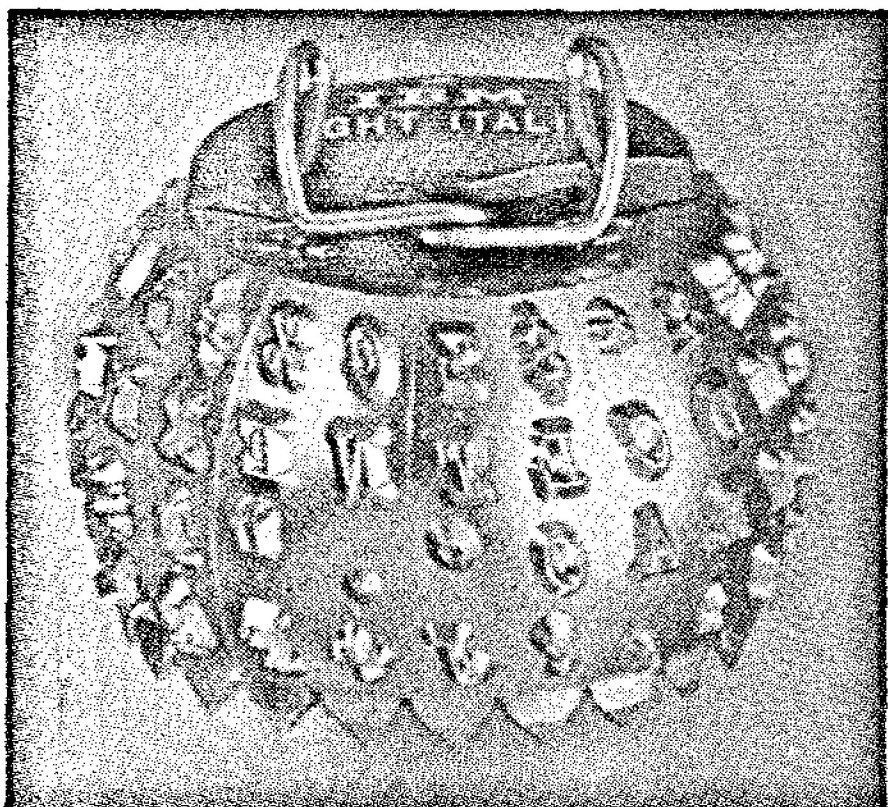
You are cordially...



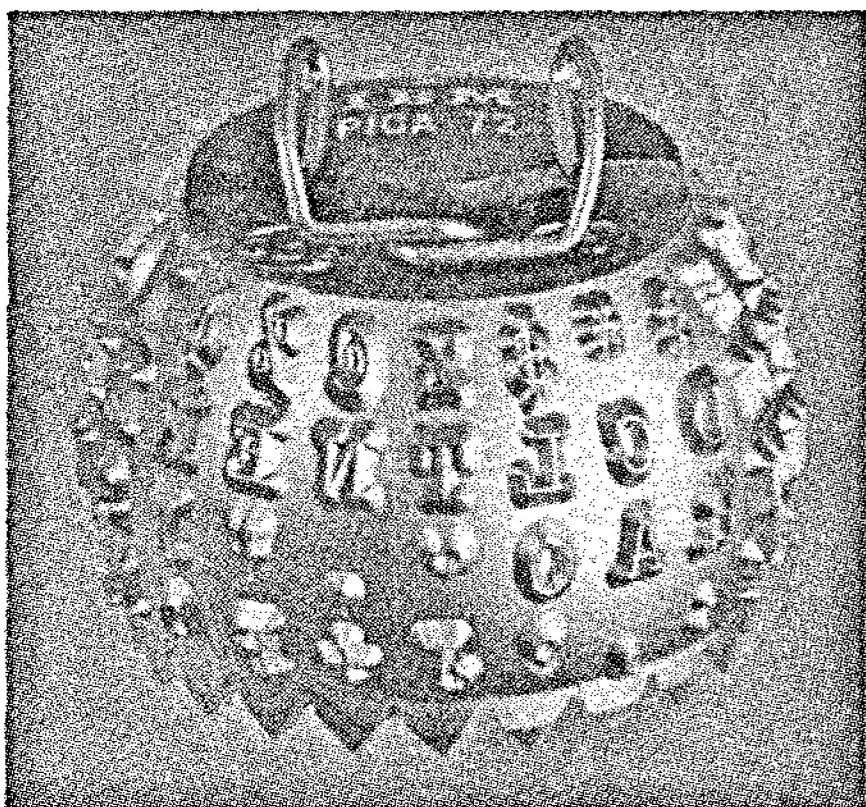
..the polyvinyl resins..



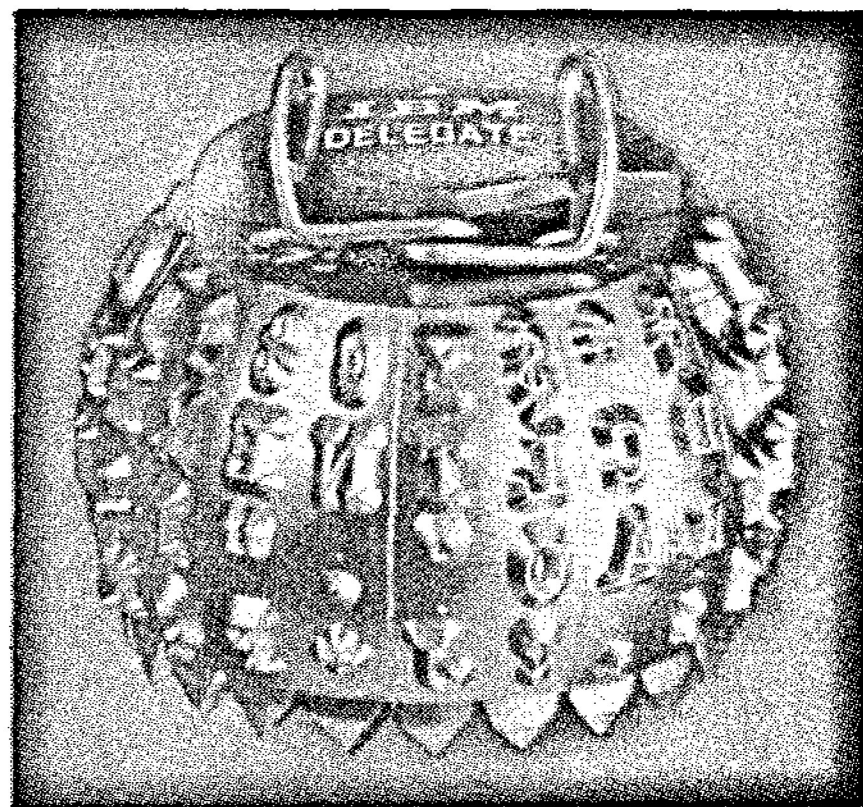
For your information...



*a very special offer!*



Amended section 18 of... We would appreciate...



Ask your IBM representative for a demonstration of the remarkable Selectric.

**IBM Selectric: It has no equal**

**IBM**

Trade Mark

International Business Machines Company Limited



For further information circle No. 136 on Readers' Service Card